Permit #F00056705

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00056705 **Type of Permit:** FILMING **Release Date:** 10/03/2012

Production Company PRODUCTION SQUARED

Insured Company Name PRODUCTION SQUARED
Contact Phone No. 1 415-321-4511
Contact Phone No. 2
Fax
Address 455 9TH STREET
SAN FRANCISCO, California 94103

Production Title PROACTIVE

Type of Production Commercial - Standard

Producer GABRIELLE GREIG

Director VICTORIA SIMPSON

1st AD JEFF BOONE

Production Manager SARA FORREST

FilmL.A. Coordinator Tim Overbeck

Location Manager WENDY SMITH
Primary Phone Mobile - 323-240-1188
Secondary Phone

Location Assistant NA NA
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Posting 300	$69.00
Posting 900	$207.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,453.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00056705	**Location Manager**	WENDY SMITH
Production Company	PRODUCTION SQUARED	Primary Phone	Mobile - 323-240-1188
Insured Company	PRODUCTION SQUARED	Secondary Phone	
Production Title	PROACTIVE		

Location Address 1342 S La Brea Ave, Los Angeles, CA, 90019

Location Type Business

Prep Dates 10/3/2012 - 10/3/2012 07:00 - 19:00 1 day

Film Dates 10/4/2012 - 10/4/2012 06:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Obtained
May not interfere with adjacent traffic lanes
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
56705 - La Brea btw Pico & San Vicente ES Curb PRODUCTIONS SQUARED.pdf
56705 - PROACTIVE - AGENT.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	3
Generator	1
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	45
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk only.; Interior and exterior dialogue; Testimonials on the product. Light on sidewalk.;

Jurisdiction **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 633 **Grid:** D4

Approvals

LOS ANGELES POLICE DEPARTMENT	Mark Buck
FILML.A. CLOSURES	Joshua Mingo
LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS	Janice Takimoto

Parking

Base Camp	**Crew Parking**	4645 Venice Blvd., Los Angeles, CA, CA, 90019
Location Type : Filming	Location Type : Other	

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Insured Company	PRODUCTION SQUARED	Secondary Phone	
Production Title	PROACTIVE		

	Location	Location
Posting "No Parking" signs	E/S S LA BREA AVE., 300' IN FRONT OF 1342 S LA BREA AVE.	
Approximate Footage	0 - 300	**Log Number** 43546
Date(s)	10/3/2012 to 10/3/2012	**Time(s)** 07:00 to 22:00
Posting "No Parking" signs	E/S S LA BREA AVE., SAN VICENTE BLVD. - W PICO BLVD.	
Approximate Footage	601 - 900	**Log Number** 43547
Date(s)	10/4/2012 to 10/4/2012	**Time(s)** 06:00 to 22:00
Lane / Full Closure	CURBLANE CLOSURE: E/S S LA BREA AVE., SAN VICENTE BLVD- W PICO BLVD	
Approximate Footage	301 - 600	
Date(s)	10/4/2012 to 10/4/2012	**Time(s)** 09:00 to 16:00
Lane / Full Closure	CURBLANE CLOSURE: E/S S LA BREA AVE., SAN VICENTE BLVD- W PICO BLVD	
Approximate Footage	301 - 600	
Date(s)	10/4/2012 to 10/4/2012	**Time(s)** 19:00 to 22:00

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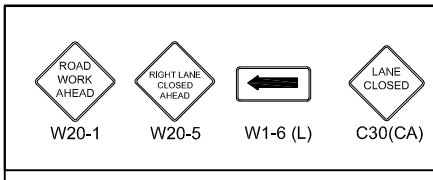
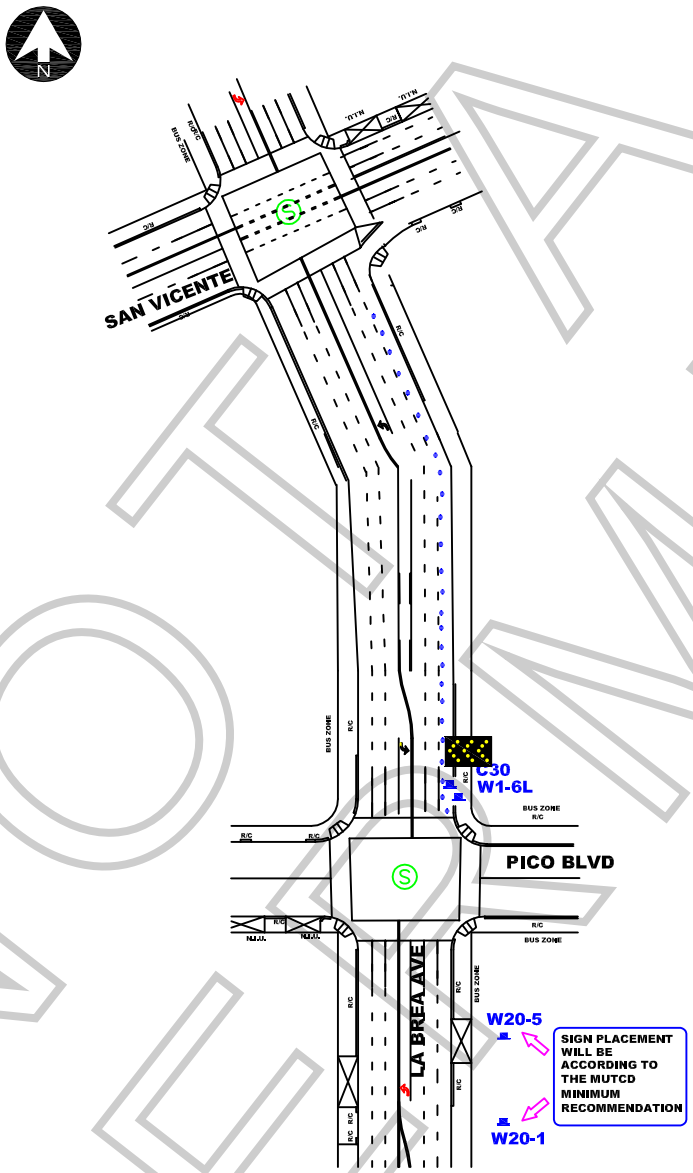


TRAFFIC CONTROL FOR
PRODUCTIONS SQUARED
"PROACTIVE"
FILMING

FILM L.A.:
TIM OVERBECK



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WORK ZONE TRAFFIC CONTROL PLAN GENERAL NOTES

1. **DATE/TIME: 10-4-12 FROM 09:00 HOURS TO 16:00 & 19:00 to 22:00 HOURS.**
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

JCL BARRICADE COMPANY.
2334 E. EIGHTH ST., CA 90021
Ph: (213) 622-9775
Fax: (213) 622-9790
CA Lic # 805357
TRAFFIC PLAN DRAWN BY:
ISMAEL RODRIGUEZ

PROJECT LOCATION:
LA BREA
FROM SAN VICENTE TO PICO BLVD
CITY OF LOS ANGELES, CA

LOCATION CONTACT:
LISA SMITH
OFFICE # 213.763.9000

REV#	DATE	REVISION DESCRIPTION

Permit #F00056705

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of **Production Squared** ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf provided Principal has pre-approved such agreements. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILML.A., INC.* for any city , county or other jurisdiction where *FILML.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILML.A., INC.* and any city, county or other jurisdiction where *FILML.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILML.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated **10/1/12** By _____
Representative's Signature

Production Squared	**455 9th St**
Name of "Principal" (Production Company)	Principal's Address
Wendy Smith	**San Francisco CA 94103**
Print Princpal Representative's Name	City, State, Zip Code
location mgr	**323-240-1188**
Representative's Title (i.e. UPM, Loc Mgr)	Principal's Telephone Number

Film This Production Services, Inc. 214 Main St. #287 El Segundo, CA 90245 213-763-9000, FAX: 213-559-0818
www.filmthis.net

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